

## ORDER



**Orders**  
**Order / Rev:** 715719  
**Alt Order #:**  
**Product Desc:** Issue 2  
**Estimate:**  
**Flight Dates:** 09/24/12 - 10/07/12  
**Original Date / Rev:** 09/21/12 / 09/26/12  
**Order Type:** Political

## WKYC

**Primary AE:** Denel Kizler  
**Sales Office:** WKYC  
**Sales Region:** LOC

**Agency**  
**Name:** Strategic Media Placement/ POL  
**Buying Contact:** Nicholas Everhart  
**Billing Contact:**  
 7669 Stagers Loop  
 Delaware, OH 43015

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Protect Your Vote  
**Demographic:** A25-54  
**Product Codes:** IS-Issue/Non Ballot  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	30	\$61,200.00	\$52,020.00
10/01/12	10/07/12	30	\$61,200.00	\$52,020.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	30	\$61,200.00	\$52,020.00	0.00
October 2012	30	\$61,200.00	\$52,020.00	0.00
<b>Totals</b>	<b>60</b>	<b>\$122,400.00</b>	<b>\$104,040.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Denel Kizler			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKYC	09/24/12	10/07/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	MTWTF--	:30	5	\$1,400.00	P-5	0.00	NM	10	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--		5				\$1,400.00		0.00			
		Week: 10/01/12	10/07/12	MTWTF--		5				\$1,400.00		0.00			
N 2	WKYC	09/24/12	10/07/12	M-F 7-9a Today Today Show	CM	7a-9a	MTWTF--	:30	5	\$1,400.00	P-5	0.00	NM	10	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--		5				\$1,400.00		0.00			
		Week: 10/01/12	10/07/12	MTWTF--		5				\$1,400.00		0.00			
N 3	WKYC	09/24/12	10/07/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	1	\$1,400.00	P-5	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-		1				\$1,400.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	NKYC	09/24/12-09/30/12	Sat 9-1030a		9a-1030a	-----Sa--	:30		<del>(\$1,400.00)</del>		0.00	NM		
		See MG 3.3 [Prgm Change] ryder cup													
	3	NKYC	09/30/12-09/30/12	Sun 9-1030a		9a-1030a	-----Su	:30		\$1,400.00		0.00	NM		
		Ⓜ MG for 3.1 09/29													
		Week: 10/01/12	10/07/12	-----S-		1				\$1,400.00		0.00			
N 4	WKYC	09/24/12	10/07/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$1,400.00	P-5	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 715719  
 Alt Order #:  
 Flight Dates: 09/24/12 - 10/07/12

Advertiser: Protect Your Vote  
 Product Desc: Issue 2  
 Estimate:

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WKYC	09/24/12	10/07/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$1,400.00	P-5	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1				\$1,400.00		0.00			
		Week: 10/01/12	10/07/12	-----S		1				\$1,400.00		0.00			
N 5	WKYC	09/24/12	10/07/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	1	\$1,400.00	P-5	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1				\$1,400.00		0.00			
		Week: 10/01/12	10/07/12	-----S		1				\$1,400.00		0.00			
N 6	WKYC	09/24/12	10/07/12	EN (M-F) EN (M-F)	CM	6p-730p	MTWTF--	:30	5	\$2,400.00	P-5	0.00	NM	10	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--		5				\$2,400.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	5	WKYC	09/24/12-09/30/12	Browns Football-NFL Net		Browns Football	---Th-----	:30		\$2,400.00		0.00	NM		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWTF--		5				\$2,400.00		0.00			
N 7	WKYC	09/24/12	10/07/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	M-W---S	:30	2	\$3,500.00	P-5	0.00	NM	4	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-W---		2				\$3,500.00		0.00			
		Week: 10/01/12	10/07/12	--W--S		2				\$3,500.00		0.00			
N 8	WKYC	09/24/12	10/07/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	MTWTF--	:30	5	\$2,400.00	P-5	0.00	NM	10	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--		5				\$2,400.00		0.00			
		Week: 10/01/12	10/07/12	MTWTF--		5				\$2,400.00		0.00			
N 9	WKYC	09/24/12	10/07/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	MTWTF--	:30	5	\$2,400.00	P-5	0.00	NM	10	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--		5				\$2,400.00		0.00			
		Week: 10/01/12	10/07/12	MTWTF--		5				\$2,400.00		0.00			
													Totals	60	\$122,400.00